

Arctera Insight Classification

Overview

Organizations are facing an information crisis. According to the 2025 Splunk The State of Dark Data report, 55 percent of organizations' data is dark—either they have data they don't know exists or they know they have it but don't know how to use it. Additionally, 77 percent of global respondents agreed that finding and capturing dark data is critical to unlocking its value. With this lack of data visibility, classifying information has become essential for organizations seeking to maintain control and reduce risk across their environments.

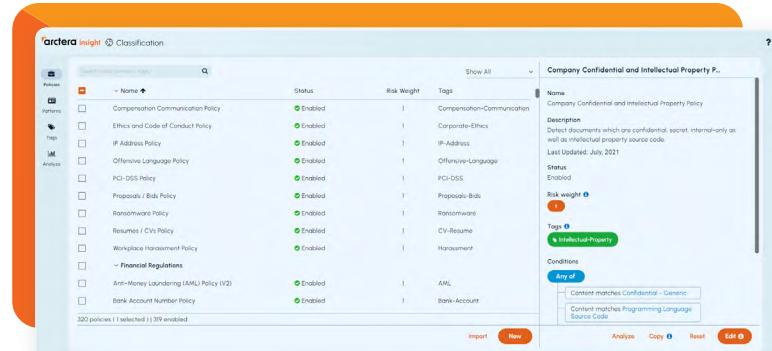
Arctera Insight Classification was designed with the following core characteristics in mind:

- Simplify and automate data management by providing a common classification process across the entire organization
- Pre-configured with 250+ classification policies
- Scalability and performance for large amounts of data
- Flexibility and convenience, providing hundreds of pre-configured policies and patterns, along with the ability to create custom patterns and policies
- Reduce dark data risks and limit sensitive data exposure

Arctera Insight Classification provides users the ability to define patterns and policies using a single console no matter where the data exists within an organization's data landscape. It delivers actionable intelligence about an organization's data, so they can make more informed decisions regarding storage optimization, regulatory compliance, and data security.

Arctera Insight Classification provides advanced analytics with the following features:

- More than 1,400 pre-trained patterns to detect sensitive data types and behaviors, such as bribery, financial distress, outside business activities, auto-generated email, subscriptions/newsletters, social security numbers, credit card numbers and medical records
- Supports natural language processing AI to include built-in features such as Sentiment Analysis and language detection featuring 35 language detection policies
- More than 330 preconfigured policies that align directly to GDPR, CCRA, HIPAA, PCI corporate and public governance initiatives, and other regulations relevant to different countries around the world
- Proprietary confidence scoring to minimize false positives and a built-in test tool to ensure classification accuracy
- Extensibility, so you can configure it to recognize custom data patterns based upon keywords with nested condition logic, document matching, regular expressions, exact data match, and much more
- New patterns and policies released and updated quarterly to help you stay up to date with the current regulatory environment
- All patterns and policies are created and vetted by subject matter experts in their respective fields including compliance, privacy, security and others



The screenshot shows the Arctera Insight Classification interface. On the left, there is a sidebar with navigation links: Policies, Patterns, Tags, and Analytics. The main area is titled 'Classification' and shows a list of policies. Each policy entry includes a checkbox, the policy name, status (Enabled), risk weight (1), and tag (e.g., Compensation-Communication, Corporate-Ethics, IP-Address, Offensive-Language, PCI-DSS, Proposals-Bids, Ransomware, CV-Resume, Harassment, AML, Bank-Account). A 'Show All' button is at the top right of the list. To the right of the list is a detailed view of a policy named 'Company Confidential and Intellectual Property P...'. This view includes sections for 'Name', 'Description' (which states 'Direct documents which are confidential, secret, internal-only as well as intellectual property source code'), 'Last Updated: July 2021', 'Status' (Enabled), 'Risk weight' (1), 'Tags' (Intellectual-Property), and 'Conditions' (Any of: Content matches Confidential - Generic, Content matches Programming Language, Content matches Source Code). Buttons for Import, New, Analyze, Copy, Reset, and Edit are at the bottom of the detailed view.

Figure 1. Arctera Insight Classification comes pre-configured with 1,400+ classification policies and patterns.

Arctera Insight Classification is built into the Arctera Insight Platform and included with all core solutions—Information Governance, eDiscovery, and Surveillance.

Data Classification Powers Advanced Risk Analytics

Arctera Insight Information Governance helps organizations better understand risks by combining metadata insights, user behavior, and content classification. This information creates a user risk score that identifies potential threats. The classification system also helps find sensitive personal information (PII) hidden in dark data.

Using advanced artificial intelligence, Arctera Insight Classification efficiently scans files to locate sensitive data in the vast sea of information. This process allows organizations to quickly analyze large amounts of data, improving their readiness for regulations and giving them more confidence in how they manage their information. With these tools, organizations can better handle risks and strengthen their information management strategies.

Data Classification Optimizes Retention and Discovery

Arctera Insight Archiving helps organizations store, manage, and find their data more effectively. With a strong classification system, administrators can easily tag new content and update archived data to identify sensitive information. These classification tags work with retention policies, ensuring that data is managed consistently and that low-value data can be deleted on time, saving resources.

Moreover, Arctera Insight Classification makes it easier to meet compliance and legal requirements by allowing organizations to quickly find important information using simple classification tags. This streamlines the process of discovering data when it's needed.

Data Classification Illuminates Key Data to Accelerate Review

With intelligent data classification, the Arctera Insight platform equips investigators with powerful forensic analytics tools to quickly find and focus on the most important data for litigation. This classification system helps identify sensitive and privileged documents, reducing the risk of accidentally revealing information that should remain confidential. By highlighting the right data, Arctera Insight Classification streamlines the review process, making it faster and more efficient for eDiscovery.

Arctera Insight Classification empowers organizations worldwide to enhance their risk management and governance practices.

By harnessing the power of intelligent data classification, businesses can not only safeguard sensitive information but also streamline their operations for greater efficiency. To learn more about how data classification can enhance your data management, visit arctera.com.

About Arctera

Arctera, a business unit of Cloud Software Group, is the leading global provider of compliance and governance solutions that enable firms to unleash game-changing technologies into their organizations while minimizing risk. Created in 2024 from Veritas Technologies, Arctera helps the biggest companies in the world monitor and control exactly how their information is being accessed, used and shared. The Arctera Insight Platform is able to capture data from over 130+ different content sources, and more than 280 AI policies help firms streamline compliance and adapt to evolving regulations.